

Message Text

UNCLASSIFIED

PAGE 01 STATE 057139

13-11

ORIGIN COME-00

INFO OCT-01 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 EB-07 PCH-02

USIA-15 /066 R

DRAFTED BY OIM/BIC/WJLYNCH/MMM
APPROVED BY EB/OCA/CBERLIN
OIM/BIC/RFOGELSONG (PHONE)
OIM/BIC/WTATGE (PHONE)
STATE/CBERLIN (PHONE)
EB/OCA/CM/SHARRIS EUR/RBRESSLERINF
NEA/RA/MONTGOMERY (INFO)
ARA/ECP/DLACEY (INFO)
AF/EPS/LMWHITE (YNFO)
EA/EP/RMHENDERSON (INFO)

----- 063487

R 092034Z MAR 76
FM SECSTATE WASHDC
TO AMEMBASSY LONDON
INFO AMEMBASSY PARIS
AMCONSUL FRANKFURT
AMEMBASSY STOCKHOLM
AMCONSUL MILAN
AMCONSUL SYDNEY
AMEMBASSY TOKYO
AMEMBASSY SINGAPORE
AMEMBASSY TAIPEI
AMEMBASSY MEXICO
AMEMBASSY BEIRUT BY POUCH

UNCLAS STATE 057139

E.O. 11652: N/A

TAGS: BEXP, XG, XB, AS, MX

SUBJECT: TRADE CENTER END OF SHOW REPORT AIRGRAM

1. COMMERCE DESIRES REDUCE TRADE CENTER EVENT REPORTING
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WORKLOAD AND AUGMENT TRADE CENTER EVENT ALERT REPORTING

OPTION FOR OFFICERS AT TRADE CENTER POSTS. AS TEST CASE, STANDARD REPORTING FORMAT HEREBY SUSPENDED FOR LONDON TRADE CENTER A/V SHOW (FEB.). RECOMMEND FOLLOWING SIMPLIFIED REPORT FORMAT BE USED INSTEAD:

A. SUMMARY EVALUATION OF EVENT WITH BRIEF COMMENT ON KEY FACTORS, E.G. TIMELINESS, PERFORMANCE AGAINST OBJECTIVES, ETC.

B. NOTEWORTHY ASPECTS OF ATTENDANCE PROMOTION (OPTIONAL) COMMENTING ON UNUSUAL ASPECTS OF PROMOTIONAL CAMPAIGN, POSITIVE OR NEGATIVE, IF ANY.

C. STATISTICAL SUMMARY OF DATA CONTAINED IN FINAL CABLE.

D. ATTACHMENTS, INCLUDING EXHIBITORS' REPORTS, PRODUCT/ MARKET ANALYSIS, EXAMPLES PRINTED PIECES.

2. OTHER TRADE CENTER POSTS HAVE OPTION OF AWAITING ASSESSMENT LONDON TEST CASE OR OF PARTICIPATING IN TEST THEMSELVES WITH ANY SHOW OR SHOWS THEY SELECT.

3. ANTICIPATE THAT REPORT SECTIONS A & B ABOVE PROBABLY WILL NOT EXCEED 2 PAGES SINGLE SPACE. KISSINGER

NOTE BY OC/T: POUCHED BEIRUT.

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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
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Disposition Remarks:
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
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Subject: TRADE CENTER END OF SHOW REPORT AIRGRAM
TAGS: BEXP, XG, XB, AS, MX
To: LONDON
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006